



## Double Your Promotional Budget with Branded Funds

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MADISON – Marketing your products internationally is half the cost with the Branded Program. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) reminds companies to take advantage of this reimbursement program through the Food Export Association of the Midwest.

“The Branded Program allows you to stretch your marketing dollar by receiving a 50% reimbursement for qualifying expenses, such as exhibiting at trade show outside of the U.S. or translating an existing website,” said Lisa Stout, a DATCP Economic Development Consultant. “Companies can apply for up to \$300,000 each calendar year, which can make a significant impact to begin or expand promotional efforts.”

To be eligible for the Branded Program, your company must be a small business as defined by the U.S. Small Business Administration, be based in the U.S., have adequate resources and supplies to export, have at least \$100,000 in gross sales, and have an economic impact in the Midwest region.

To apply for the Branded Program, companies need to submit a pre-qualification worksheet for review. Following the approved worksheet, you will be invited to submit an application.

Eligible expenses for reimbursement with the Branded Program include:

- Translation of existing marketing and point of sale materials.
- Beginning in 2013, costs associated with developing, servicing and updating websites that clearly target a foreign audience will now be eligible for reimbursement.
- International public relations, product demonstrations and advertisements.
- Package and label modifications, as required by the importing country.
- Related expenses for foreign tradeshows, such as travel, booth furnishings, signage, etc.
- International travel expenses to exhibit at foreign tradeshow, and travel on trade missions organized by Food Export Midwest.
- Freight costs for samples.

Branded funds may be used for marketing value-added agricultural products including, but not limited to: food ingredients, specific wood products, consumer food products, diversified agricultural products, foodservice products, seafood and feed ingredients. Products must contain at least 50% of U.S. agricultural ingredients. There are limited Branded Program funds available for livestock and genetic exporters from U.S. Livestock Genetics Export, Inc. More details are available at <http://www.uslge.org>.

Funds for 2013 programing are still available. You can also apply for 2014 funds as you set goals and create your marketing plan for the upcoming year.

For the online application and other details, visit <http://www.foodexport.org>. Food Export Association of the Midwest is a private, non-profit association. Services through the Food Export Association of the Midwest, such as the Branded Program, are possible through Market Access Program funding from the U.S. Department of Agriculture, Foreign Agricultural Service.

For more information on the Branded Program, contact DATCP’s Lisa Stout at 608-224-5126 or [lisa.stout@wisconsin.gov](mailto:lisa.stout@wisconsin.gov).

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